

S/N 09/704,196

Response to Office Action Dated 04/01/2005

**In the Claims**

1. (Currently Amended) A system comprising:  
a plurality of web servers, ~~each storing a plurality of web pages and returning selected~~ configured to return first content ~~ones of the plurality of web pages to a plurality of requesting client devices;~~  
a central logging server ~~coupled to the plurality of web servers;~~  
wherein ~~the returned~~ <sup>AM</sup> content ~~each of the plurality of web pages for which centralized logging is desired~~ includes a reference to second content stored on ~~from~~ the central logging server; and  
wherein the central logging server logs requests for the first content in response to requests for the second content ~~accesses to the plurality of web servers upon receipt, from the requesting client devices, of a request for the content.~~
2. (Currently Amended) A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are communicatively coupled together ~~via the Internet.~~
3. (Currently Amended) A system as recited in claim 1, wherein the reference has embedded therein information identifying the first content ~~usage of the web by a user initiating a request for a web page.~~
4. (Currently Amended) A system as recited in claim 1, wherein the central logging server ~~further~~ logs information received in ~~a cookies~~ accompanying the requests for the second content.

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1  
2 5. (Original) A system as recited in claim 1, wherein the reference  
3 comprises a Hypertext Markup Language (HTML) tag.

4  
5 6. (Currently Amended) A system as recited in claim 1, wherein each  
6 of the plurality of web servers further logs information regarding the request for  
7 the first content locally.

8  
9 7. (Currently Amended) A system as recited in claim 1, wherein the  
10 references ~~comprises a references~~ to one or more a-transparent graphic images.

11  
12 8. (Currently Amended) A method comprising:  
13 receiving ~~a-requests~~ for ~~a-document~~ first content; and  
14 returning, in response to the requests, the requested first content, wherein  
15 said first content includes ~~document-including-a~~ reference to second content that  
16 causes information regarding the request for the first content ~~document~~ to be  
17 logged at a remote logging server.

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19 9. (Currently Amended) A method as recited in claim 8, wherein the  
20 references to the second content refer ~~-comprises-a-reference~~ to content stored  
21 ~~from-available from~~ the remote logging server.

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1           10. (Currently Amended) A method as recited in claim 8, wherein the  
2 ~~second content comprises~~~~reference comprises a reference to~~ a transparent graphic  
3 image.

4  
5           11. (Currently Amended) A method as recited in claim 8, wherein the  
6 ~~second content comprises~~~~reference comprises a reference to one or more~~ a graphic  
7 images ~~located at the remote logging server.~~

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9           12. (Canceled)

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11          13. (Canceled)

12  
13          14. (Original) A method as recited in claim 8, wherein the reference  
14 comprises a Hypertext Markup Language (HTML) tag.

15  
16          15. (Currently Amended) A method as recited in claim 8, wherein the  
17 second content ~~document~~ comprises a web page.

18  
19          16. (Original) One or more computer-readable memories containing a  
20 computer program that is executable by a processor to perform the method recited  
21 in claim 8.

22  
23          17. (Canceled)

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- 1 18. (Canceled)
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- 3 19. (Canceled)
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- 5 20. (Canceled)
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- 7 21. (Canceled)
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- 9 22. (Canceled)
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- 11 23. (Canceled)
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- 13 24. (Canceled)
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- 15 25. (Canceled)
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- 17 26. (Canceled)
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- 19 27. (Canceled)
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- 21 28. (Canceled)
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- 23 29. (Canceled)
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1 30. (Canceled)

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3 31. (Canceled)

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5 32. (Canceled)

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7 33. (Canceled)

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9 34. (Canceled)

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11 35. (Canceled)

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13 36. (Canceled)

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15 37. (Canceled)

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17 38. (Canceled)

18  
19 39. (Currently Amended) A ~~computer-readable medium~~ method for  
20 centralized network usage tracking, comprising: having stored thereon a web page,  
21 the web page including portions that, when interpreted by a plurality of  
22 instructions being executed by one or more processors, causes the plurality of  
23 instructions to perform acts including:

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1 configuring a webpage to include a tracking tag, wherein the tracking tag  
2 comprises information about transmission of the webpage from a server to a client;  
3 transmitting, in response to a request by the client, the webpage including  
4 the tracking tag from the server to the client;  
5 rendering the webpage on the client, wherein the rendering comprises  
6 requesting delivery, by a logging server, of content identified by the tracking tag;  
7 and  
8 receiving the tracking tag at the logging server and logging the information  
9 included within the tracking tag.  
10 indicating to a centralized logging server that a web server hosting the web  
11 page has been accessed.

12  
13 40. (Currently Amended) ~~A computer readable medium as recited in~~  
14 ~~claim 39, wherein the plurality of instructions comprises a web browser. The~~  
15 method of claim 39, wherein the tracking tag additionally comprises:

16 parameters, comprising identification of the server.  
17

18 41. (Currently Amended) ~~A computer readable medium as recited in~~  
19 ~~claim 39, wherein one of the portions includes a reference to content stored on the~~  
20 ~~centralized logging server, and wherein the indicating comprises requesting the~~  
21 ~~content from the centralized logging server.~~

22 The method of claim 39, wherein configuring the webpage to include the  
23 tracking tag comprises;  
24  
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1 locating the tracking tag at the end of the webpage outside of formatting of  
2 the webpage.

3  
4 42. (Currently Amended) ~~A computer readable medium as recited in~~  
5 ~~claim 41, wherein the reference includes information regarding what content was~~  
6 ~~being rendered as part of the web page.~~

7 The method of claim 39, wherein logging the information on the tracking  
8 tag is performed by the logging server for tracking tags sent by a plurality of  
9 servers to a plurality of clients.

10  
11 43. (Currently Amended) ~~A computer readable medium as recited in~~  
12 ~~claim 41, wherein the reference includes information identifying the web server.~~

13 The method of claim 39, additionally comprising:

14 sending a trivial response from the logging server to the client to minimize  
15 resource expenditures by the client in rendering the response.

16  
17 44. (Currently Amended) ~~A computer readable medium as recited in~~  
18 ~~claim 39, wherein one of the portions includes a reference to content stored on~~  
19 ~~another web server. The method of claim 39, wherein the rendering additionally~~  
20 comprises:

21 displaying portions of the webpage;

22 receiving a trivial response from the logging server in response to the  
23 requested delivery; and

24 rendering the trivial response.

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45. (Canceled)